LUCIANA JUNQUEIRA

Los Angeles, CA

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Product Designer | Data & Analytics | Enterprise Platforms | Complex Systems

Senior Product Designer with expertise in enterprise platforms and complex systems. Design workflow-intensive products that translate AI models, business rules, and regulatory requirements into scalable decision-support tools. Experienced across manufacturing, financial services, government, and professional services. Seeking a senior product design role focused on data-intensive platforms and AI-enabled products. Open to tech and non-tech organizations. Los Angeles, CA. Green card holder.

CORE SKILLS

Design: Product Design, UX/UI, Interaction Design, Design Systems, Accessibility (WCAG), Requirements Definition, Agile, Cross-functional Collaboration, Information Architecture
Analytics: Dashboards, KPI Logic, Business Intelligence, Data Visualization
Tools: Figma, Jira, Confluence, Miro, Tableau, Power BI, SQL, Python, R
AI: Design and prototype AI-assisted workflows; build agents to support research and internal automation.

BUSINESS EXPERIENCE

Principal Product Designer

Blu Data & Design, Los Angeles, CA, Dec 2022 — Present
Lead a product design and analytics consultancy delivering decision-support systems and structured reporting frameworks for complex institutional environments.

- Designed analytics and reporting systems for **Cultura nas Capitais** (27 capitals, 19,500 respondents), structuring data models, dashboards, and multi-layered reporting frameworks to support public policy and cultural investment decisions.
- Developed governance and executive reporting frameworks for **Proskauer Rose LLP**, integrating institutional metrics and DEI initiatives into structured, data-informed communication systems.
- Translated research datasets into structured journey architecture for **MasterBrand**, aligning behavioral insights with product and marketing strategies.

Focus areas include analytics-driven product thinking, structured workflows, and enterprise-level information architecture.

Senior Product Designer

MJV Technology & Innovation, Feb 2020 — Aug 2022
Led product design for enterprise AI and analytics platforms in manufacturing and financial services. Converted AI models, optimization algorithms, and complex business rules into scalable production systems.

IFF — AI-Powered Optimization System

- Led discovery and front-end system architecture for an enterprise SaaS optimization platform deployed across 9 manufacturing sites.
- Structured scenario logic, KPI frameworks, and workflow architecture.
- Reduced scenario creation time by 80%; contributed to projected $10M profit increase.

Mercedes-Benz Financial Services — AI / ML Credit System

- Led a cross-functional initiative to automate credit decision processes with machine learning models.
- Translated regulatory and business logic into functional workflows.
- Designed a monitoring interface for threshold tuning and model evaluation.
- Increased automated processing capacity by 50%; approved by Mercedes-Benz Germany.

- **Alelo — Enterprise Data Migration (SAS → AWS)**
- Led the redesign of over 130 operational workflows during the migration of 35TB of regulated financial data.
- Extracted and restructured legacy business rules into a scalable architecture.
- Improved performance (+20%), security (+50%), and governance visibility (+80%).

Co-Founder & Head of Product Design
Tabaruba Design — Digital Products & Information Systems
Mar 2003 – Jan 2020
Founded and led a product-focused design studio delivering complex digital platforms and analytics systems for enterprise and institutional clients, including Coca-Cola, Petrobras, L'Oréal, and FGV.
- Led multi-year enterprise reporting and governance systems for Petrobras.
- Delivered over 30 digital platforms, including dashboards, CMS systems, and interactive tools.
- Built cross-functional teams that integrated design, engineering, and research.
- Established analytics and data visualization capabilities to support large-scale research initiatives.

LEADERSHIP & EDUCATION

Design Instructor — Data Science School, MJV
Trained data science professionals in information design and data storytelling techniques.

MS, Communication Design — Pratt Institute
MBA, Knowledge Management & Business Intelligence — UFRJ
Data Science Certificate (In Progress) — Santa Monica College